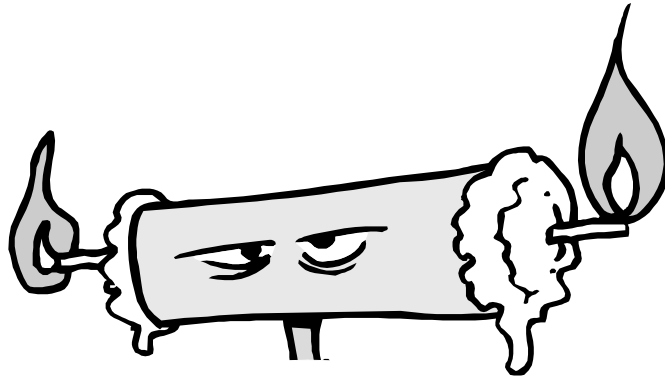


SLEEPINESS = BIG \$\$\$

Sleepiness costs Americans \$15.9 BILLION annually in insurance claims, medical care, and lost work time

SLEEPINESS = DANGER

Driver fatigue causes 40% of fatal crashes involving commercial vehicles



Losing as little as two hours sleep can affect your concentration

PROTECT YOURSELF WITH A GOOD NIGHT'S SLEEP